ROLE OF LUXURIOUS TRAINS IN PROMOTION OF TOURISM IN INDIA – A STUDY IN HISTORICAL AND CULTURAL PERSPECTIVE

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INTRODUCTION

Tourism has been one of the fastest and ever growing service industry with an enormous potential for further growth in world. The bulk of tourist arrivals are in developed countries but now developing countries are also increasingly sharing in the tourism boom. Tourism plays an important role in the socio-economic development of a country. It is both cause and consequence of economic development. Travel today, is sold like any normal consumer product through retail outlets, wholesalers and even departmental stores of many countries. According to World Travel and Tourism Council, from 2009 to 2018, India will among top tourism destination, having the highest 10-year growth potential. The Travel & Tourism Competitiveness Report 2007 ranked tourism in India sixth in terms of price competitiveness and 39th in terms of safety and security. A 5000 year history, culture, religion and alternative medicine fascinates all segments of tourist. The focus of the industry is on "Atithi Devo Bhavah" campaign, targeted at the inbound foreign tourist. Translated literally it means "Guest is God".

The tourism industry comprises hospitality (related to accommodation and dining), travel (transportation services through different modes), and various other businesses which offer services and products to tourists.

Main attraction to India is its cultural and geographical diversity. It also had a rich history and each region has its own uniqueness which appeals to large and diverse tourist base. There are many tourist spots which come under UNESCO heritage.

INDIAN RAILWAYS AND TOURISM

Indian Railways is a state-owned railway company, responsible for rail transport in India. It is owned and operated by the Government of India through the Ministry of Railways. It is one of the world's largest railway networks comprising 92,081 km of track over a route of 66,687 km and 7,216 stations at the end of 2015-16. In 2015-16, IR carried 8.107 billion passengers annually or more than 22 million passengers a day and 1.101 billion tons of freight annually.

In India, Railways play a vital role in the socio-economic development of the country. Indian Railway Catering and Tourism Corporation is a subsidiary of the Indian Railways that handles the catering, tourism and online ticketing operations of the railways. Indian Railways encourages tourism by offering different promotional schemes, tour packages, special trains, charter trains, luxurious trains, coaches to domestic as well as foreign tourists.

MOST LUXURIOUS TRAINS IN INDIA

1. **The Maharajas Express -** The Maharajas Express is a joint venture of IRCTC and travel agency Cox and Kings India, first commercial run was on January 9th, 2010. It is the newest and most costly luxury train in India, equipped with world class facilities including large dining, bar, lounge, generator, LCD TVs, direct dial phone, internet, individual temperature controls and in suite bathroom as well. The Royal Sojourn offer royal experience to explore illuminating destinations in India with a new 8-day/7-night journey from Mumbai to Delhi.
2. **Palace on Wheels -** The India’s first pan-country super luxury train “Palace On Wheels” was started on January 26, India’s Republic Day, in 1982 then train service was refurbished and re-launched in August 2009 with a new looks and more luxury facilities. Palace on Wheels is the best Royal Indian Train and world’s 4th best luxury train.

3. **The Golden Chariot -** A luxury tourist train started by the KSTDC (Karnataka State Tourism Development Corporation) to connect most popular tourist spots in the state of Karnataka and . The Royal Goa itinerary has 19 coaches colored purple and gold with two restaurants, a lounge bar, conference room, gym and spa facilities.
4. **Royal Rajasthan on Wheels -** The Royal Rajasthan on Wheels is luxury tourist train running by RTDC. The royal carriage of Rajasthan is equipped with facilities like super deluxe rooms, Restaurants, bar, board room, fitness center, spa, saloons and enabled Wi-Fi. Royal Rajasthan launched its royal journey from January, 2009 and take you to the heritage destinations of Rajasthan and Agra.

5. The Deccan Odyssey - The Deccan Odyssey is a special luxury train run by venture of Maharashtra MTDC and Indian railway. The 5-star hotel on wheels covers the heritage site of Maharashtra and boosts the tourism on the Konkan route.

REVIEW OF LITERATURE

In the view of last few years' research following studies have conducted so far on Indian Railways These studies have been classified into two groups:-

- **Studies at National Level**
- **Studies at International Level**

NATIONAL REVIEWS

There are total 6 national reviews collected on Indian Railways which are as follows-:

S.NO	AUTHOR	YEAR	TOPIC	OBJECTIVE	FINDING
1.	S. Kanimozhi and P. D. sherlin	2016	Role of Indian Railways in Tourism Industry	To analyze the role of railways in promoting tourism in India.	Study shows that Indian Railways is taking effective steps to attract the tourists. Thus it can be stated that the Indian Railways play a major role in promoting tourism in the country. It makes tourism industry as one of the income generating industry for the Government of India.
2.	Vinod Kumar Dr. J. B. Komaraiah	2014	Role of Indian Railways in Promotion of Tourism in India: A Case Study of Foreign Tourists	Finding answers to problems and shortcomings in the field of infrastructure development, improvement in quantity and quality of basic amenities for foreign tourists and requirement marketing of and publicity for the promotion of tourism.	It is found that young tourists were aware more about foreign tourist quota and they were also availing more of this quota. Majority of the foreign tourists come to India for the purpose of leisure, recreations and holidays. most of tourists visit to India due to good word of mouth of their friends & relatives,
3.	Praveen Rizal and R. Asokan	2013	A Comparative Study of Tourism Industry in North-Eastern States of India	To examines the tourism in North-eastern states of India.	Major findings show that inflows of tourists are higher in Assam state and lower in Nagaland. Tourism sectors share in Gross State Domestic Product (GSDP) is high in Assam. As for the growth rate of tourists' influx is concerned, the growth rate in Arunachal Pradesh is much higher with 55 percent compared to other states.

4.	Praveen Rizal and R. Asokan	2013	Role Of Transportation In Tourism Industry In Sikkim State, India	To examine the role of transportation in development of tourism industry in Sikkim state, India and to analyses the tourist inflow and the means of tourism transport in Sikkim state.	It is found that the taxis are used as a means of tourism transport in Sikkim. The number of registered tourists' transport is increasing every year in Sikkim along with the inflows of tourists in the state but not in same rate. It was observed that an average annual growth percentage rate of tourists' inflow is 12.76 percent and for taxis is 4.67 percent. The paper is limited to the study of road-transport and tourism in Sikkim.
5.	Rajanibala J. Shah and Sweety Shah	2011	Scope of the Medical Tourism Facility in Ahmedabad	To find out the preference, intention and scope of the Medical Tourism Facility in Ahmedabad City.	A study shows that generally patient's preferences and intentions depend upon the factors like cost constraint, destination for leisure activities, family concern, expertise of doctors and brand name. Mostly patients come from US and UK for availing MT facilities in Gujarat.
6.	P. Nayak and S.K. Mishra	2010	Problems and Prospects of Promoting Tourism in Meghalaya	To identify different prospects of promoting tourism and to analyze problems in promoting Meghalaya Tourism.	The state government though has taken a number of steps to improve the tourism sector yet it is at the nascent stage and has a long way to develop. Air and road connectivity, infrastructural facilities at tourist sites in terms of accommodation, transport, banking including credit card use, drinking water, sanitation, health care, etc. is either lacking or not developed or deplorable.

INTERNATIONAL REVIEWS

There are total 15 International reviews collected on Indian Railways which are as follows-:

S.NO	AUTHOR	YEAR	TOPIC	OBJECTIVE	FINDING
1.	Daniel Michniak	2016	Role of railway transport in tourism: selected problems and examples in Slovakia	To analyze selected problems of railways in Slovakia and present good examples of the use of narrow-gauge railways for the purposes of tourism.	The result shows decrease in the importance of railways for passenger transport has been observed in the past 20 years. Significant modernization of railway lines takes place only on the main lines in Slovakia, and even their progress is slow. The construction of high-speed railways is not a question of a very near future.
2.	Tan Khee Giap *, Sasidaran Gopalan and Ye Ye	2016	Drivers of Growth in the Travel and Tourism Industry in Malaysia: A Geweke Causality Analysis	To identify the causal determinants of the growth of the travel and tourism industry, using quarterly data from 2000 to 2012, under a Geweke causality framework.	The results shows that there exists a strong causal link between airport facilities and International tourist arrivals, with airport facilities significantly driving the growth of international tourist arrivals. Government expenditures on tourism and the government policy environment had a significant bidirectional association with international tourist arrival. There is also a significant association between international tourist arrivals and the security environment.
3.	Amit Singla	2015	The Effect Of Perceived Service Quality On Customer Satisfaction In Indian Railways	To know about the perception of Indian people regarding the services provided by Indian Railways and to understand what factors lead to customer satisfaction and loyalty in the Indian Railways.	Researcher found that Railway caters to the needs of the people across geographies and income strata as well as ethnic, religious and social diversities. Passengers are not fully satisfies with services provided by Indian railways and there is a satisfaction gap among customers regarding railway amenities.

4.	I Gusti Bagus Ra Utama and Komalawati	2015	Travelling motivation and satisfaction visiting Bali Indonesia In the perspective of Senior Tourist	To determine the influence of motivation to satisfaction of senior tourists who traveled in Bali Indonesia.	The analysis showed that the motivation variable (push factor) affects no significant on satisfaction (overall satisfaction). However, the motivation variable towing (pull factor) significantly affected the satisfaction. Confirmatory driving motivation variable produced five indicators (1) to visit family and friends, (2) physical training / exercise, (3) improve the health and fitness, (4) meet people and socialize, (5) visit new places.
5.	Zhenhua Chen & Kin gsley E. Haynes	2014	Impact of high-speed rail on International Tourism demand in China	To investigate the impact of the Chinese high-speed rail (HSR) systems on its international tourism demand.	The empirical examination confirms the overall impact of high speed rail is positive, but the small elasticity of high speed railway station on international tourism demand may imply the negligible influence of the large number of small high speed railway stations but in contrast, in short distance tourist always choose automobile transportation.
6.	Farah Atiqah Mohamad Noor, Vikneswara n Nair, Paolo Mura	2014	Rail travel: Conceptualizi ng a study on slow tourism approaches in sustaining rural development	To understand the tourists' and locals' perception to use rail to visit rural towns in Peninsular Malaysia.	Findings shows that encouragement of travelling by rail to the rural towns will enable improved utilization of the existing rail network and further uplift the travel appeal to rural towns in Peninsular Malaysia. The tourism activities in Malaysia are mainly concentrated in the bigger cities such as Kuala Lumpur, Penang, Melaka and Johor Bahru as well as the popular islands in the west coast and east coast of Peninsular Malaysia.

7.	Richard W. Butler	2014	The Influence of the Media in Shaping International Tourist Patterns	To examine the role of the different forms of media in shaping international travel patterns.	Finding shows that the source of data about destinations influences the desire of tourists to visit those destinations. In examining the nature and development of tourist destinations it is clear that a variety of media sources have shaped the information about and images of those destinations.
8.	Farkhodeh Seifnia Malekshah, Mohammad Fotouhi Ardekani, and Saeed Nejati	2012	Role of rail transportation in developing Tourism industry in northern district of Iran	To analyze the role of rail transportation in developing Tourism industry in Northern District of Iran through Regression Models	Findings of the study reveal that Current railroad fleet cannot satisfy this number of demands and also there is no special train for tourism at this time but it is possible to change some variable trains to tourism train with repairs and modifications.
9.	V.V.Vara Prasad and Dr. V B T Sundari	2012	Indian perspective on tourism (Interventions and Drivers)	To examine various dimensions of tourism sector vis-à-vis the drivers and their implications to sustain the growth.	Findings of the study show The involvement of foreign national shall open up dimensions such as safety and security. It is essential for all the organizations both at the central and state level to ensure basic amenities of tourism are provided and the service is well supported by the private partners. The outbursts of Chickengunya and Bird-flu, and increased terrorist attacks at that time have literally marred the chances of positive development of tourism world over. India is no exception to this; the terrorist attacks on Mumbai have inflicted greater damage to this sunrise-sector.

10.	Rufat mammadov	2012	The Importance of Transportation in Tourism Sector	To analyze the importance of various modes of transportation in tourism.	Results of the study shows that tourist's travel experience starts and ends with transportation. In this sense, if the countries want to gain sustainable development of tourism sector, they must pay attention to transportation sector, reduce monopoly in this sector; provide sound competition opportunities for the companies.
11.	Priyanka Gite	2012	Evaluation of Services provided by Indian Railway Catering and Tourism Corporation Limited	To evaluate the level of satisfaction among the customer of the Indian railway catering and Tourism Corporation limited's catering services	Findings of the study reveals that after a slight decline in growth in 2012, India's travel and tourism industry is rebounding with strong results for 2013 and it is expected to continue in the near future but the quality of the catering services are not up to the appropriate standard, which need to make tremendous improvement not only in its customer service but also in the quality of food it provides to its travelers.
12.	Chiang-Chuan Lu And Ruey-Feng Chen	2011	Differences in tourism image among cruise Passengers across the Taiwan straits	To compare travel destination features among the three major port cities of Shanghai, Hong Kong, and Taipei (Keelung), and to obtain findings regarding passengers profiles.	The results show that up to 66% of cruise passengers have distinct impressions of these three cities. In addition, the cross table of indicators in this study shows that the 10 indicators of destination attractions are evaluated positively

13.	Jameel Khadaroo and Boopen Seetanah	2010	The role of transport infrastructure in international tourism development: A gravity model approach	To evaluate the importance of transport infrastructure in determining the tourism attractiveness of destinations.	Findings show, On top of tourism infrastructure and other classical determinants, transport infrastructure is an important determinant of tourism inflows into a destination. Disaggregated continent wise analysis reveals that the sensitiveness of tourism flows to transport infrastructure does vary, depending on origins and evidence of repeated tourism around the world, the more so from high-income origins and to high-income destinations evidence was also found.
14.	Morteza Azimi, Malek Hoseini, Alireza Ildormi and Mona Abroofarakh	2008	The role of Road Transport in Tourism Industry Development	To explore the interaction between transport and sustainable tourism.	Findings of the study show that that there is a significant correlation between the development of roads, public transport, and tourism. The lack of transportation and the ways it can reduce traffic and reduce the number of Passengers and tourists to be.
15.	Ming Ming Su	2007	The Qinghai-Tibet Railway and Tibet Tourism: Travelers' Perspectives	To evaluate the impacts of the increased accessibility on tourists' travel decisions for, and experiences in, Tibet from travelers' perspectives.	Findings shows that the train journey was generally considered to be good by respondents expressing their satisfaction but this study also pointed out the problem of getting a permit to visit Tibet and expensive tourism products. Market was not well regulated and it was not easy to find a reliable tour operator offering value-for-money products.

RESEARCH GAP

Almost all the studies conducted so far on Indian Railways represent the tourism aspect with the objectives like foreign tourist inflow, role of transportation facilities in tourism, passenger's satisfaction etc. but the topic related to tourism aspect of Indian Railways with reference to luxurious tourist specific trains was not largely considered and contribution of most luxuries trains in promotion of tourism in India is still uncovered. These trains represents the elite class of tourist which leads to foreign currency inflow in the country. So this gap need to be fulfilled by analyzing the performance of these trains and passengers attitude regarding its services for the purpose of rail based tourism in India.

NEED OF THE STUDY

India has enormous potential for growth in the field of tourism. It is largest tourism economy in terms of GDP according to World Travel and Tourism Council. Indian Railways plays a significant role in the growth and development of domestic as well as foreign tourism. It runs many tourism specific trains to promote tourism in India. It provide various promotional schemes and tour packages to attract domestic and foreign passengers. But Railway is running in losses. Due to this competition luxurious trains are facing the problem of low occupancy. Some trips were cancelled due to lack of passengers by these trains in past few years. It shows that these trains are unable to attract the tourist properly. So this study will help to identify the shortcomings in performance and strategy of these luxurious trains to provide suggestions in this regard. This study will help to increase the rail based tourism in India and identifying the factors responsible for liking of trains as a means of transport by foreign tourists.

SCOPE OF THE STUDY

Scope is limited to 5 luxuries trains which cover tourists coming in India for cultural and historical perspective. It broadly covers foreign tourists.

OBJECTIVES OF THE STUDY

The study will be conducted with a view –

1. To understand cultural and historical aspect of tourism and various amenities provided by Indian railways in luxurious trains in India
2. To analyze and compare the performance and strategies of luxurious trains in India during study period.
3. To analyze the attitude of the passengers towards facilities and convenience provided ensuring sophisticated service.
4. To identify the factors that influences the liking of the Most Luxurious trains as mode of the transport.

RESEARCH HYPOTHESIS

Based on the above objectives the following hypotheses were formulated and they will be tested.

- There is no significant difference in the perception scores of Indian railways among different groups based on the age of the passengers.
- There is no significant difference in the perception scores among different of Indian railways based on the gender of the passengers.
- There is no significant difference in the perception scores of Indian railways among different groups of passengers based on their education.
- There is no significant difference in the perception scores of Indian railways among different groups of passengers based on the occupation pattern.
- There is no significant difference in the perception scores of Indian railways among different groups based on their income.

Note- More hypothesis will be formulated during the study according to the requirement.

RESEARCH METHODOLOGY

Research Methodology includes the procedures and techniques used to perform the research; as well as any of the terminology and explanations of how these methods will be applied effectively.

To accomplish the objectives of the study, following research methodology would propose:-

a) RESEARCH TYPE

The research is analytical as well as descriptive. It include both qualitative and quantitative data.

b) SAMPLE SELECTION CRITERIA

Top 5 most luxurious trains are selected for study on the basis of data available on Ministry of Railway.

c) SAMPLE SIZE

This study covers tourist specific trains in India. Top 5 most popular luxury trains are selected for study. These trains are-

1. **The Maharajas Express**
2. **Palace on Wheels**
3. **The Golden Chariot**
4. Royal Rajasthan on Wheels
5. The Deccan Odyssey

d) SCOPE OF THE STUDY

This study covers the historical and cultural aspect of tourism.

e) DURATION OF THE STUDY

For the purpose of analysing data, period of study is from 2007-8 to 2016-17.

f) METHOD OF DATA COLLECTION

The Data will be collected from primary and secondary sources:

- **Primary Data**-The primary data will be collected by constructing a questionnaire and interview. Questionnaire will be served to the passengers of selected trains on the basis of Random

Sampling. The questionnaire will cover the 10% passengers from each train-: respondents will be selected as follow **:**

Bases	**Particular**
Population	All passengers of selected trains
Groups (Strata)	Top 5 tourist specific trains
Obtain a Simple Random Sample	20 % passengers from each selected train
Sample	20% Passengers * 5

Secondary Data- The required secondary data for the present study will be collected through Annual Reports of Ministry of Railways, Ministry of Tourism, Indian Railways Catering & Tourism Corporation (IRCTC), Indian Tourism Development Corporation(ITDC), White Paper on the Indian Railways published by Railway Ministry, Reports of Controller and Audit General of India, various issues of RBI Annual Bulletins, data from Central Statistical Organization, Indian Railways Year Book of various years, various journals, periodicals, magazines, newspapers and through web sites.

g) STATISTICAL AND PRESENTATION TOOLS

For the purpose of data analysis various statistical tools like Average, Percentage, Chi-square, Serqual Model and other statistical tools will be used. SPSS software will be used for analysis of data. For presentation of data various charts, tables and Graphs will be used.

OBJECTIVE WISE RESEARCH METHODOLOGY

S.NO	**OBJECTIVE**	**RESEARCH METHODOLOGY**
1.	To trace the history and various amenities provided by Indian railways in most luxurious trains in India.	Secondary data will be collected to fulfill this objective. Secondary data will be collected from websites of IRCTC, ITDC, Ministry of Railways, Ministry of Tourism etc.

2.	To analyze and compare the performance and strategies of most luxurious trains in India during study period.	To fulfill this objective secondary data will be collected through annual report, year book, white paper etc. Tools like Ratio, trend analysis, percentage, ANNOVA etc. will be used for analysis.
3.	To analyze the attitude of the passengers towards facilities and convenience provided ensuring sophisticated service	To fulfill this objective primary data will be collected through structured questionnaire. Serqual Modal will be used for analysis.
4.	To identify the factors that influences the liking of the Most Luxurious trains as mode of the transport.	To fulfill this objective primary data will be collected through structured questionnaire and interview method. Correlation will be used for analysis of data.
5.	To suggest measures to the government for increasing tourism trough Most Luxurious Trains in India.	To fulfill this objective primary data will be used and on the bases of primary data a working model and suggestions will be provided to the government.

PROPOSED CHAPTER PLAN

Chapter- 1	Introduction
Chapter- 2	Role of Indian Railways in promotion of tourism in India
Chapter- 3	History and various amenities provided by Indian railways in most luxurious trains in India.
Chapter- 4	Strategies and Initiatives by Indian Railways in promoting tourism.
Chapter- 5	Performance and strategy analysis of most luxurious trains in India
Chapter- 6	Factors influences the liking of the Most Luxurious trains as mode of the transport by tourists
Chapter- 7	Finding, conclusions and suggestion Bibliography Appendix

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